

***The latest findings from university research
now also for non-students and without long-term commitment!***

EUROPA INSTITUT SEKTION
WIRTSCHAFTSWISSENSCHAFT
EUROPEAN INSTITUTE FOR
ADVANCED BEHAVIOURAL MANAGEMENT



UNIVERSITÄT
DES
SAARLANDES

Saarland University is one of the leading universities in the field of entrepreneurship and has been and still is a pioneer in this field. Benefit from this expertise and take part in our continuing education course

Entrepreneurship

Ideal for:

- Founders and all those who want to become one
- Companies that want to develop their business model in a future-oriented way
- All those who want to develop professionally or identify new market opportunities

Benefit from the latest insights from science and practice, taught by lecturers who are leading the way:



Dr.

Joachim Behrendt

Business Angel, independent management consultant, owner of two consulting companies



Prof. Dr.

Sven Heidenreich

Saarland University, Chair of Technology and Innovations Management



Jun.-Prof. Dr.

Benedikt Schnellbacher

Saarland University, Chair of Digital Transformation and Start-Ups

Contact us by phone at 0681 302-2553 or register directly at <https://www.eiabm.de/en/certificates/> for our course "Entrepreneurship" from March 20 to 23, 2024 (all day each day) at the Europa-Institut, Sektion Wirtschaftswissenschaft (EIABM) at Saarland University.

Please find more information on the course and lecturers on the following pages.

„Entrepreneurship“ at Europa-Institut, Sektion Wirtschaftswissenschaft of Universität des Saarlandes

When?

The workshop in English will take place from 20-23 March 2024 daily from 9.00-18.00h on the Saarbrücken campus.

How and Where?

You can register directly with us until 15.03.2024, we are happy to be there for you, by phone, virtually or in presence on campus, the workshop will also take place in the premises of the EIABM on the Saarbrücken campus:

Ihr Ansprechpartner:

Julia Senni, M.A.

Programme Manager

Phone: +49 (0) 681 / 302 – 2553

Email: info@mba-europe.de

Saarland University

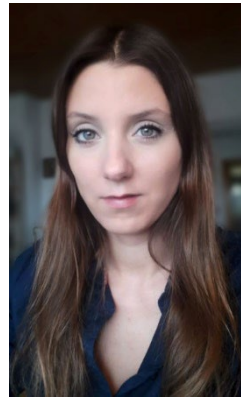
EIABM / Europa-Institut

Campus, Building A5.4

1st floor, room 1.07

66123 Saarbrücken

<https://www.eiabm.de/en/certificates/>



Why?

Take advantage of the opportunity to continue your education at university level in the highest quality for the first time with little time and application effort and receive first-class additional education in the field of modern management. In addition to valuable knowledge relevant to practice, you will receive an academic, internationally recognised certificate from Saarland University which will help you climb the next rung on your personal career ladder.

Cost

The participation fee per course is 849€.

The course meets the requirements for claiming educational leave!

„Entrepreneurship“ at Europa-Institut, Sektion Wirtschaftswissenschaft der Universität des Saarlandes

The role of entrepreneurship in an economic unit has been well documented and is of interest not only to business people and politicians but also to students – the future entrepreneurs. Creating and growing a new venture inside or outside a corporation is a task that few individuals are able to accomplish, even though many profess the desire. This course is based on an understanding of strategic areas of business and applies the tools and analytical techniques of these areas to the new venture creation process in a domestic and international setting. The entrepreneurship module has been designed in a way that prepares participants very well for pursuing careers as owner/managers. It also offers a generic examination of the general principles of entrepreneurship and entrepreneurial activity. Adopting this unit does not confine participants to the limitations of small business and its related activities. It supports the full development of entrepreneurial skills and sensitivities for use in existing organizations, to facilitate the management of change and/or the achievement of organizational goals.

Qualification Objectives: Understanding of what an entrepreneur is, what his/ her benefits, risks, and responsibilities are; what a good opportunity is, what kinds of opportunity sources there are; the mechanics of entrepreneurial process; the process of initiating product and service development; technology driven entrepreneurship; available resources for startup and growth; organizational approaches towards global growth.

Content: Based on an understanding of strategic areas of business and applies the tools and analytical techniques of these areas to the new venture creation process in a domestic and international setting. Prepares participants very well for pursuing careers as owner/managers. Offers a generic examination of the general principles of entrepreneurship and entrepreneurial activity.

Lecturers:

Dr. Benedikt Schnellbacher is **Junior Professor** for Digital Transformation and Entrepreneurship at Saarland University. His research interests include sustainable start-ups, digital start-ups, Entrepreneurial behavior and Business Model Development.

Prof. Dr. Sven Heidenreich has held the Chair of Business Administration, in particular Technology and Innovation Management at Saarland University since 2017. His research interests include technology and innovation management as well as entrepreneurship and addressed questions around consumer resistance to innovation, co-creation of technology-based services, innovation networks, business model innovation, innovative work behaviour or entrepreneurial behaviour.

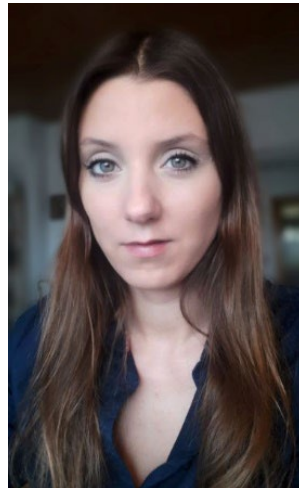
In addition to his entrepreneurial activities, **Dr. Behrendt** has also worked as a part-time lecturer in London and as an assistant professor in Istanbul and was awarded the Business Angel of the Year in Turkey in 2015.



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